



# Liquid COLD BREW COFFEE

Joffrey's highly specialized liquid cold brew coffee is made from our finest artisan roasted beans. The specialized cold brew extraction process produces a highly concentrated liquid that captures the flavor of fresh-brewed coffee your customers will enjoy cup after cup.



## BENEFITS:

- No refrigeration
- Economical
- No waste
- No messy filters
- Low maintenance
- 20:1 ratio
- No electric hookup needed (water line only)
- Less labor
- 2/.5 gallon a case

## FLAVOR PROFILES: (DAIRY FREE)

**French Roast:** Dark roasted with a smooth, rich-bodied taste.

**Shakin' Jamaican™:** Medium roasted coffee blended with caramel, vanilla & coffee liqueur.

**Pumpkin Crème Brûlée:** Pumpkin pie with hints of creamy vanilla custard make this a sweet sip of fall.

**GROW YOUR SALES WITH HIGHLY PROFITABLE JOFFREY'S COLD BREW COFFEE**



## WHY OFFER OUR LIQUID COLD BREW

### HIGH PROFIT, MORE CUSTOMERS: WHAT'S NOT TO LOVE?

- Fits all channels, especially high volume facilities (Foodservice, Healthcare, etc.)
- Consumers are willing to pay a premium for cold brew
- Versatile base for coffee mixology and recipes
- Satisfies need, especially for Millennials for new coffee experiences

### DISTINCTIVELY SMOOTH & MASTERFULLY BREWED

- Distinctively smooth and masterfully brewed
- 100% Arabica beans selected by our Roastmaster
- Roasted to order
- Innovative 'blooming' process to extract full flavor and aroma
- Extra filtration to remove solubles for cleaner taste and appearance
- Lower level of acidity
- Naturally sweet and fruity flavor with a balanced taste
- Stringent quality control throughout the full bean-to-cup process

### FACTS YOU CAN'T IGNORE

- Out of a sample size of 1,002 consumers, 87% of all consumers were interested in flavored cold brew
- Out of a sample size of 228 consumers, 54% consider cold brew to be more appealing than iced coffee
- 89% of cold brew drinkers are willing to pay a price premium for cold brew over traditional Iced coffee
- Cold Brew Retail Sales 2011 to 2016 Grew 580%

#### Sources:

Sales of Cold Brew Coffee in the United States in 2015 and 2017 (in million U.S. dollars) Statista.com  
Cold Brew Coffee: Why is it "Hot"? NCA Webinar 2017

